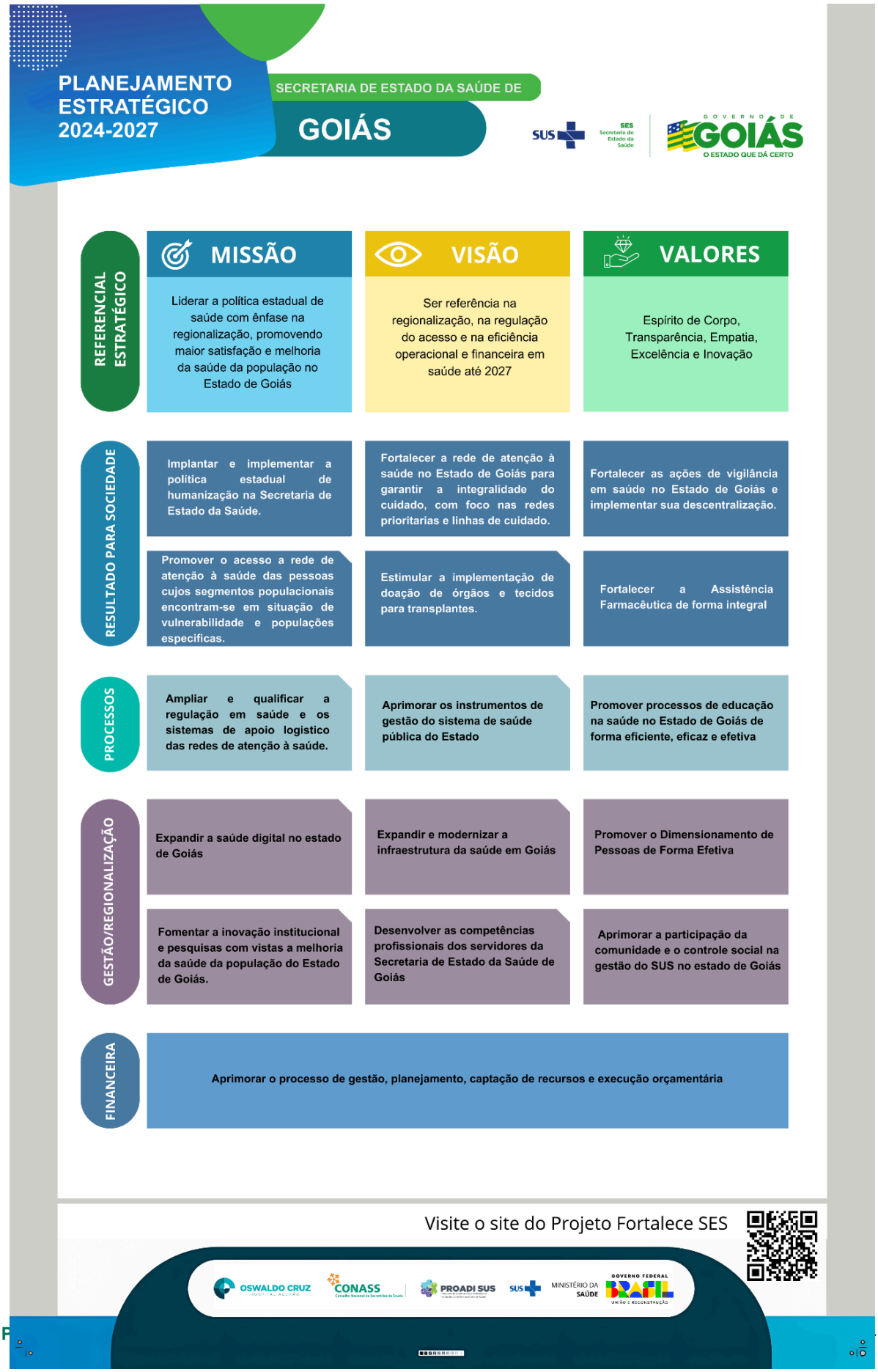9. Mapa Estratégico